

ESTTA Tracking number: **ESTTA768038**

Filing date: **08/31/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Monster Energy Company
Granted to Date of previous extension	08/31/2016
Address	1 Monster Way Corona, CA 92879 UNITED STATES
Attorney information	Jonathan Menkes KNOBBE MARTENS OLSON & BEAR LLP 2040 MAIN ST., 14TH FLOOR IRVINE, CA 92614 UNITED STATES efiling@knobbe.com, francie.leonguerrero@knobbe.com, doreen.buluran@knobbe.com Phone:949-760-0404

### Applicant Information

Application No	86846148	Publication date	05/03/2016
Opposition Filing Date	08/31/2016	Opposition Period Ends	08/31/2016
Applicant	Zeus Investments Group, LLC. Suite 103 Coral Springs, FL 33065 UNITED STATES		

### Goods/Services Affected by Opposition


Class 018. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Back packs; Backpacks; Backpacks with rolling wheels; Backpacks, book bags, sports bags, bum bags, wallets and handbags; Book bags; Bum bags; Handbags; School bags; School book bags; Sport bags; Sports bags; Wallets
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### Grounds for Opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
Other	common law rights as asserted in the Notice of Opposition

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3923683	Application Date	04/02/2009
Registration Date	02/22/2011	Foreign Priority	NONE

		Date	
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".		
Goods/Services	Class 018. First use: First Use: 2004/05/00 First Use In Commerce: 2004/05/00 All purpose sport bags; All-purpose carrying bags; Backpacks; Duffle bags		
U.S. Registration No.	3908601	Application Date	04/02/2009
Registration Date	01/18/2011	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		

Design Mark	
Description of Mark	The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".
Goods/Services	Class 025. First use: First Use: 2002/05/24 First Use In Commerce: 2002/06/30 Clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts,jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies

U.S. Registration No.	3914828	Application Date	04/02/2009
Registration Date	02/01/2011	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			

Description of Mark	The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".
Goods/Services	Class 009. First use: First Use: 2006/01/00 First Use In Commerce: 2006/01/00 Sports helmets

U.S. Registration No.	4332062	Application Date	10/05/2012
Registration Date	05/07/2013	Foreign Priority Date	NONE


Word Mark	M MONSTER ENERGY
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Design Mark	
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Description of Mark	The mark consists of a stylized letter "M" to the left of the stylized words "MONSTER ENERGY".
Goods/Services	Class 014. First use: First Use: 2006/12/00 First Use In Commerce: 2006/12/00 Silicone wrist bands; Silicone bracelets; Jewelry, namely, bracelets and wrist-bands

U.S. Registration No.	4660598	Application Date	08/26/2013
Registration Date	12/23/2014	Foreign Priority Date	NONE

Word Mark	M MONSTER ENERGY
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Design Mark	
Description of Mark	The mark consists of a stylized letter "M" in the form of a claw to the left of the stylized words "MONSTER ENERGY". The word "MONSTER" appears above the word "ENERGY" and features a slash mark through the letter "O".
Goods/Services	Class 022. First use: First Use: 2006/12/20 First Use In Commerce: 2006/12/20 Lanyards; Lanyards for holding whistles, keys, eyeglasses, sunglasses, mobile telephones, badges, identification cards, event passes, media passes, photographs, recording equipment, or similar conveniences


U.S. Registration No.	3908600	Application Date	04/02/2009
Registration Date	01/18/2011	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".		
Goods/Services	Class 016. First use: First Use: 2004/01/00 First Use In Commerce: 2004/01/00 Stickers; sticker kits comprising stickers and decals; decals		

U.S. Registration No.	4129288	Application Date	07/06/2010
Registration Date	04/17/2012	Foreign Priority Date	NONE
Word Mark	MONSTER REHAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 005. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Nutritional supplements in liquid form</p> <p>Class 032. First use: First Use: 2011/03/02 First Use In Commerce: 2011/03/02 Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not</p>		

U.S. Registration No.	4111964	Application Date	08/24/2011
Registration Date	03/13/2012	Foreign Priority Date	NONE
Word Mark	MONSTER REHAB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 030. First use: First Use: 2011/02/00 First Use In Commerce: 2011/02/00 Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages</p>		


U.S. Registration No.	4376796	Application Date	07/02/2010
Registration Date	07/30/2013	Foreign Priority	NONE

		Date	
Word Mark	MUSCLE MONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Nutritional supplements in liquid form Class 032. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	4451535	Application Date	07/10/2013
Registration Date	12/17/2013	Foreign Priority Date	NONE
Word Mark	MUSCLE MONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Vitamin fortified beverages Class 029. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Dairy-based beverages; dairy-based energy shakes; energy shakes; coffee energy shakes; chocolate energy shakes Class 030. First use: First Use: 2013/03/18 First Use In Commerce: 2013/03/18 Ready to drink coffee based beverages; ready to drink chocolate-based beverages		


U.S. Registration No.	4604556	Application Date	11/22/2013
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Registration Date	09/16/2014	Foreign Priority Date	NONE
Word Mark	PUNCH MONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2014/01/09 First Use In Commerce: 2014/01/09 Nutritional supplements in liquid form; vitamin fortified beverages Class 032. First use: First Use: 2014/01/09 First Use In Commerce: 2014/01/09 Non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, fruit-flavored drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	4634053	Application Date	11/15/2013
Registration Date	11/04/2014	Foreign Priority Date	NONE
Word Mark	MONSTER ASSAULT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2008/05/00 First Use In Commerce: 2008/05/00 Nutritional supplements in liquid form; vitamin fortified beverages Class 032. First use: First Use: 2008/05/00 First Use In Commerce: 2008/05/00 Non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, sports drinks, all enhanced with vitamins, minerals, nutrients, proteins, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		

U.S. Registration No.	4716750	Application Date	02/24/2012
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Registration Date	04/07/2015	Foreign Priority Date	NONE
Word Mark	JUICE MONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2014/06/23 First Use In Commerce: 2014/06/23 Nutritional supplements in liquid form Class 032. First use: First Use: 2014/06/23 First Use In Commerce: 2014/06/23 Non-alcoholic beverages, namely, energydrinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice orsoy		

U.S. Registration No.	4234456	Application Date	07/09/2010
Registration Date	10/30/2012	Foreign Priority Date	NONE
Word Mark	UBERMONSTER		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2012/02/00 First Use In Commerce: 2012/02/00 Nutritional supplements in liquid form Class 032. First use: First Use: 2012/02/00 First Use In Commerce: 2012/02/00 Beverages, namely, carbonated soft drinks; non-alcoholic carbonated soft drink-sand energy drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; carbonated energy drinks and sports drinks, all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		


U.S. Registration No.	3959457	Application Date	12/08/2005
Registration Date	05/10/2011	Foreign Priority Date	NONE
Word Mark	JAVA MONSTER		


Design Mark	<b>JAVA MONSTER</b>
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2007/04/27 First Use In Commerce: 2007/04/27 Beverages, namely, soft drinks; non-carbonated energy drinks; non-carbonated sports drinks; soft drinks and non-carbonated energy drinks, all enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not

U.S. Registration No.	3044315	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		


U.S. Registration No.	3057061	Application Date	04/18/2002
Registration Date	02/07/2006	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [ aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not		


U.S. Registration No.	4036680	Application Date	09/11/2007
Registration Date	10/11/2011	Foreign Priority Date	NONE


Word Mark	MONSTER ENERGY
Design Mark	
Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Nutritional supplements in liquid form

U.S. Registration No.	4036681	Application Date	09/11/2007
Registration Date	10/11/2011	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Non-alcoholic beverages, namely, energydrinks, excluding perishable beverage products that contain fruit juice or soy		

U.S. Registration No.	3134842	Application Date	05/07/2003
Registration Date	08/29/2006	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy or sports drinks, fruit juice drinks having a juice content of 50%or less by volume that are shelf stable, [ and water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are		

	pasteurized or not		
U.S. Registration No.	3044314	Application Date	05/23/2003
Registration Date	01/17/2006	Foreign Priority Date	NONE
Word Mark	M MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2002/03/27 First Use In Commerce: 2002/04/18 nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruitjuice or soy, whether such products arepasteurized or not		
U.S. Registration No.	3852118	Application Date	02/13/2009
Registration Date	09/28/2010	Foreign Priority Date	NONE
Word Mark	LO-CARB MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2003/08/00 First Use In Commerce: 2003/08/00 Nutritional supplements Class 032. First use: First Use: 2003/08/00 First Use In Commerce: 2003/08/00 Non-alcoholic beverages, namely, energydrinks, drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs		
U.S. Registration No.	4534414	Application Date	01/02/2013
Registration Date	05/20/2014	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY ULTRA BLUE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 005. First use: First Use: 2013/03/13 First Use In Commerce: 2013/03/13 Nutritional supplements in liquid form;vitamin fortified beverages</p> <p>Class 032. First use: First Use: 2013/03/13 First Use In Commerce: 2013/03/13 Non-alcoholic beverages, namely, energydrinks, soft drinks, sports drinks, allen- hanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the fore- going goods exclude perishable beverage products that contain fruit juice orsoy, whether such products are pasteurized or not</p>


U.S. Registration No.	4532292	Application Date	06/13/2013
Registration Date	05/20/2014	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY ULTRA RED		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 005. First use: First Use: 2013/09/01 First Use In Commerce: 2013/09/01 Nutritional supplements in liquid form;vitamin fortified beverages</p> <p>Class 032. First use: First Use: 2013/09/01 First Use In Commerce: 2013/09/01 Non-alcoholic beverages, namely, energydrinks, soft drinks, sports drinks, allen- hanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the fore- going goods exclude perishable beverage products that contain fruit juice orsoy, whether such products are pasteurized or not</p>		


U.S. Registration No.	4860491	Application Date	05/13/2014
Registration Date	11/24/2015	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY ULTRA BLACK		

Design Mark	<p><b>MONSTER ENERGY ULTRA BLACK</b></p>
Description of Mark	NONE
Goods/Services	<p>Class 005. First use: First Use: 2014/07/23 First Use In Commerce: 2014/07/23 Nutritional supplements in liquid form</p> <p>Class 032. First use: First Use: 2014/07/23 First Use In Commerce: 2014/07/23 Non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs</p>


U.S. Registration No.	4856373	Application Date	05/14/2014
Registration Date	11/17/2015	Foreign Priority Date	NONE
Word Mark	<b>MONSTER ENERGY ULTRA CITRON</b>		
Design Mark	<p><b>MONSTER ENERGY ULTRA CITRON</b></p>		
Description of Mark	NONE		
Goods/Services	<p>Class 005. First use: First Use: 2015/01/05 First Use In Commerce: 2015/01/05 Nutritional supplements in liquid form</p> <p>Class 032. First use: First Use: 2015/01/05 First Use In Commerce: 2015/01/05 Non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs</p>		

U.S. Registration No.	4879793	Application Date	12/18/2014
Registration Date	01/05/2016	Foreign Priority Date	NONE
Word Mark	<b>MONSTER ENERGY ZERO ULTRA</b>		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 005. First use: First Use: 2012/08/30 First Use In Commerce: 2012/08/30 Nutritional supplements in liquid form Class 032. First use: First Use: 2012/08/30 First Use In Commerce: 2012/08/30 Non-alcoholic beverages, namely, soft drinks, carbonated soft drinks, energy drinks, sports drinks; energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs

U.S. Registration No.	3924797	Application Date	08/29/2005
Registration Date	03/01/2011	Foreign Priority Date	NONE
Word Mark	ASSAULT M MONSTER ENERGY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2004/09/00 First Use In Commerce: 2004/09/00 Beverages, namely, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs; carbonated and non-carbonated energy drinks		

U.S. Registration No.	4989137	Application Date	05/14/2014
Registration Date	06/28/2016	Foreign Priority Date	NONE
Word Mark	MONSTER ENERGY UNLEADED		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 005. First use: First Use: 2014/09/00 First Use In Commerce: 2014/09/00 Nutritional supplements in liquid form</p> <p>Class 032. First use: First Use: 2014/09/00 First Use In Commerce: 2014/09/00 Non-alcoholic beverages, namely, carbonated soft drinks, carbonated and non-carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs</p>

Attachments	<p>77705810#TMSN.png( bytes )  77705822#TMSN.png( bytes )  77705362#TMSN.png( bytes )  85747244#TMSN.png( bytes )  86048359#TMSN.png( bytes )  77705747#TMSN.png( bytes )  85078405#TMSN.png( bytes )  85406210#TMSN.png( bytes )  85077052#TMSN.png( bytes )  86006264#TMSN.png( bytes )  86127407#TMSN.png( bytes )  86120138#TMSN.png( bytes )  85552165#TMSN.png( bytes )  85081796#TMSN.png( bytes )  78769836#TMSN.png( bytes )  77276979#TMSN.png( bytes )  77276989#TMSN.png( bytes )  77670729#TMSN.png( bytes )  85813927#TMSN.png( bytes )  85958638#TMSN.png( bytes )  86279762#TMSN.png( bytes )  86280742#TMSN.png( bytes )  86484476#TMSN.png( bytes )  78702616#TMSN.png( bytes )  86281370#TMSN.png( bytes )  2016-08-31 FINAL NOTICE OF OPPOSITION-  86846148-HANBEV.4607M.pdf(258523 bytes )  Exhibit 01 Reg No. 3923683-HANBEV.4607M.PDF(1048091 bytes )  Exhibit 02 Reg No. 3908601-HANBEV.4607M.PDF(1073649 bytes )  Exhibit 03 Reg No. 3914828-HANBEV.4607M.PDF(1029839 bytes )  Exhibit 04 Reg No. 4332062-HANBEV.4607M.PDF(1138429 bytes )  Exhibit 05 Reg No. 4660598-HANBEV.4607M.PDF(1278783 bytes )  Exhibit 06 Reg No. 3908600-HANBEV.4607M.PDF(1045708 bytes )  Exhibit 07 Reg No. 4129288-HANBEV.4607M.PDF(608451 bytes )  Exhibit 08 Reg No. 4111964-HANBEV.4607M.PDF(596473 bytes )</p>
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	Exhibit 09 Reg No. 4376796-HANBEV.4607M.PDF(606863 bytes )
	Exhibit 10 Reg No. 4451535-HANBEV.4607M.PDF(602005 bytes )
	Exhibit 11 Reg No. 4604556-HANBEV.4607M.PDF(607041 bytes )
	Exhibit 12 Reg No. 4634053-HANBEV.4607M.PDF(603687 bytes )
	Exhibit 13 Reg No. 4716750-HANBEV.4607M.PDF(603046 bytes )
	Exhibit 14 Reg No. 4234456-HANBEV.4607M.PDF(627990 bytes )
	Exhibit 15 Reg No. 3959457-HANBEV.4607M.PDF(1121044 bytes )
	Exhibit 16 Reg No. 3044315-HANBEV.4607M.PDF(592555 bytes )
	Exhibit 17 Reg No. 3057061-HANBEV.4607M.PDF(587169 bytes )
	Exhibit 18 Reg No. 4036680-HANBEV.4607M.PDF(598397 bytes )
	Exhibit 19 Reg No. 4036681-HANBEV.4607M.PDF(602737 bytes )
	Exhibit 20 Reg No. 3134842-HANBEV.4607M.PDF(588146 bytes )
	Exhibit 21 Reg No. 3044314-HANBEV.4607M.PDF(582941 bytes )
	Exhibit 22 Reg No. 3852118-HANBEV.4607M.PDF(1081461 bytes )
	Exhibit 23 Reg No. 4534414-HANBEV.4607M.PDF(604006 bytes )
	Exhibit 24 Reg No. 4532292-HANBEV.4607M.PDF(606385 bytes )
	Exhibit 25 Reg No. 4860491-HANBEV.4607M.PDF(601766 bytes )
	Exhibit 26 Reg No. 4856373-HANBEV.4607M.PDF(602005 bytes )
	Exhibit 27 Reg No. 4879793-HANBEV.4607M.PDF(600491 bytes )
	Exhibit 28 Reg No. 3924797-HANBEV.4607M.PDF(1067882 bytes )
	Exhibit 29 Reg No. 4989137-HANBEV.4607M.PDF(602288 bytes )

## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Julianna M. Simon/
Name	Julianna M. Simon
Date	08/31/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

MONSTER ENERGY COMPANY,

Opposer,

v.

ZEUS INVESTMENTS GROUP, LLC,

Applicant.

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Opposition No.: \_\_\_\_\_

Serial No.: 86/846148

Mark: GO MONSTER

**NOTICE OF OPPOSITION**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir:

Monster Energy Company, a Delaware corporation, located and doing business at 1 Monster Way, Corona, California 92879, (“Opposer”) believes that it will be damaged by registration of U.S. Trademark Application Serial No. 86/846148 (the “Application”) for the mark GO MONSTER filed by Zeus Investments Group, LLC, (“Applicant”) and therefore opposes the same.

1. As grounds for opposition, it is December 11, 2015, Applicant seeks to obtain registration on the Principal Register of the trademark GO MONSTER for “back packs; backpacks; backpacks with rolling wheels; backpacks, book bags, sports bags, bum bags, wallets and handbags; book bags; bum bags; handbags; school bags; school book bags; sport bags; sports

bags; wallets” in International Class 18 based on Applicant’s intent-to-use the mark in interstate commerce.

2. Since at least 2002, long before the filing date of the Application, Opposer has been, and still is, engaged in the development, marketing, and/or sale of nutritional supplements, energy drinks, bags, clothing, and other products under the marks MONSTER<sup>TM</sup> and MONSTER ENERGY<sup>®</sup> and related marks, all containing “MONSTER.” Opposer’s family of MONSTER<sup>TM</sup>



Marks includes, for example, the following: MONSTER, MONSTER ENERGY, M MONSTER ENERGY, MONSTER REHAB, MUSCLE MONSTER, PUNCH MONSTER, MONSTER ASSAULT, JUICE MONSTER, UBERMONSTER, JAVA MONSTER, LO-CARB MONSTER ENERGY, MONSTER ENERGY ULTRA BLUE, MONSTER ENERGY ULTRA RED, MONSTER ENERGY ULTRA BLACK, MONSTER ENERGY ULTRA CITRON, MONSTER ENERGY ZERO ULTRA, ASSAULT M MONSTER ENERGY, and MONSTER ENERGY UNLEADED (hereinafter collectively the “MONSTER<sup>TM</sup> Marks”).

3. Opposer has used and continues to use one or more of its MONSTER<sup>TM</sup> Marks extensively in connection with bags, clothing, accessories, and sports gear. Examples of some of Opposer’s bags bearing Opposer’s MONSTER<sup>TM</sup> Marks are shown below:




4. There is a huge demand for bags, clothing, sports gear and merchandise bearing Opposer's MONSTER™ Marks. Monster has entered into license agreements with several bag distributors, giving them a license to produce and sell bags that bear Opposer's MONSTER™ Marks.

5. Since at least before the filing date of the Application, Opposer has continuously used and promoted its MONSTER<sup>TM</sup> Marks. Opposer's family of MONSTER<sup>TM</sup> Marks is the subject of substantial and continuous marketing and promotion by Opposer in connection with its nutritional supplements, beverages, bags, clothing and numerous other items. Opposer has and continues to widely market and promote its family of MONSTER<sup>TM</sup> Marks in the industry and to consumers by, for example, displaying the MONSTER<sup>TM</sup> Marks extensively on billions of cans of beverages and nutritional supplements; on apparel, merchandise, and on product samplings; on promotional and point of sale materials; in magazines and other industry publications; on the monsterenergy.com website, monsterarmy.com website and other Internet websites and social media sites; and at trade shows, concert tours and live events. In addition, Opposer promotes the MONSTER<sup>TM</sup> Marks through, for example, the sponsorship of music festivals, athletes, and sports events that are televised nationwide and internationally.

6. By virtue of Opposer's continuous and substantial use, the MONSTER<sup>TM</sup> Marks have become famous identifiers of Opposer such that consumers have come to recognize a family of MONSTER<sup>TM</sup> Marks with which Opposer markets and sells its goods. As a result, Opposer has built up, at great expense and effort, valuable goodwill in its family of MONSTER<sup>TM</sup> Marks and has developed strong common law rights in Opposer's MONSTER<sup>TM</sup> Marks, which have appeared on billions of cans of beverages and nutritional supplements and in extensive nationwide promotions. Opposer's common law rights in its family of MONSTER<sup>TM</sup> Marks predate the filing date of the Application, and Opposer relies on its common law trademark rights.


7. In addition to Opposer's common law rights, Opposer owns and relies on U.S.



Trademark Registration 3,923,683 (the “’683 Registration”) for the mark  for “all purpose sport bags; all-purpose carrying bags; backpacks; duffle bags” in International Class 18, which registration issued February 22, 2011 and is based on an application filed in the United States Patent and Trademark Office (“PTO”) on April 2, 2009. The filing date of Opposer’s ’683 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’683 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 1 and made of record.


8. Opposer owns and relies on U.S. Trademark Registration 3,908,601 (the “’601



Registration”) for the mark  for “clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies” in International Class 25, which registration issued January 18, 2011 and is based on an application filed in the PTO on April 2, 2009. The filing date of the ’601 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’601 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 2 and made of record.


9. Opposer owns and relies on U.S. Trademark Registration 3,914,828 (the “‘828



Registration”) for the mark  for “sports helmets” in International Class 9, which registration issued February 1, 2011 and is based on an application filed in in the PTO on April 2, 2009. The filing date of Opposer’s ‘828 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘828 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 3 and made of record.


10. Opposer owns and relies on U.S. Trademark Registration 4,332,062 (the “‘062



Registration”) for the mark  for “silicone wrist bands; silicone bracelets; jewelry, namely, bracelets and wristbands” in International Class 14, which registration issued May 7, 2013 and is based on an application filed in the PTO on October 5, 2012. The filing date of Opposer’s ‘062 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘062 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 4 and made of record.

11. Opposer owns and relies on U.S. Trademark Registration 4,660,598 (the “‘598




Registration”) for the mark  for “lanyards; lanyards for holding whistles, keys, eyeglasses, sunglasses, mobile telephones, badges, identification cards, event passes, media passes, photographs, recording equipment, or similar conveniences” in International Class 22, which registration issued December 23, 2014 and is based on an application filed in the PTO on

August 26, 2013. The filing date of Opposer's '598 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '598 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto as Exhibit 5 and made of record.

12. Opposer owns and relies on U.S. Trademark Registration 3,908,600 (the "'600



Registration") for the mark  for "stickers; sticker kits comprising stickers and decals; decals" in International Class 16, which registration issued January 18, 2011 and is based on an application filed in the PTO on April 2, 2009. The filing date of Opposer's '600 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '600 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto as Exhibit 6 and made of record.

13. Opposer owns and relies on U.S. Trademark Registration No. 4,129,288 (the "'288 Registration") for the mark MONSTER REHAB for "nutritional supplements in liquid form" in International Class 5 and for "beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued April 17, 2012 and is based on an application filed in the PTO on July 6, 2010. The filing date of Opposer's '288 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '288 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 7 and made of record.



14. Opposer owns and relies on U.S. Trademark Registration No. 4,111,964 (the “‘964 Registration”) for the mark MONSTER REHAB for “ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages” in International Class 30, which registration issued March 13, 2012 and is based on an application filed in the PTO on August 24, 2011. The filing date of Opposer’s ’964 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’964 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 8 and made of record.

15. Opposer owns and relies on U.S. Trademark Registration No. 4,376,796 (the “‘796 Registration”) for the mark MUSCLE MONSTER for “nutritional supplements in liquid form” in International Class 5 and for “beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued July 30, 2013 and is based on an application filed in the PTO on July 2, 2010. The filing date of Opposer’s ’796 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’796 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 9 and made of record.

16. Opposer owns and relies on U.S. Trademark Registration No. 4,451,535 (the “‘535 Registration”) for the mark MUSCLE MONSTER for “vitamin fortified beverages” in International Class 5, for “dairy-based beverages; dairy-based energy shakes; energy shakes; coffee energy shakes; chocolate energy shakes” in International Class 29 and for “ready to drink coffee

based beverages; ready to drink chocolate-based beverages” in International Class 30, which registration issued December 17, 2013 and is based on an application filed in the PTO on July 10, 2013. The filing date of Opposer’s ’535 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’535 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 10 and made of record.

17. Opposer owns and relies on U.S. Trademark Registration No. 4,604,556 (the “’556 Registration”) for the mark PUNCH MONSTER for “nutritional supplements in liquid form; vitamin fortified beverages” in International Class 5 and for “non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, fruit-flavored drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued September 16, 2014 and is based on an application filed in the PTO on November 22, 2013. The filing date of Opposer’s ’556 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ’556 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 11 and made of record.

18. Opposer owns and relies on U.S. Trademark Registration No. 4,634,053 (the “’053 Registration”) for the mark MONSTER ASSAULT for “nutritional supplements in liquid form; vitamin fortified beverages” in International Class 5 and “non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, sports drinks, all enhanced with vitamins, minerals, nutrients, proteins, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued November 4, 2014 and is based on an

application filed in the PTO on November 15, 2013. The filing date of Opposer's '053 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '053 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 12 and made of record.

19. Opposer owns and relies on U.S. Trademark Registration No. 4,716,750 (the "'750 Registration") for the mark JUICE MONSTER for "nutritional supplements in liquid form" in International Class 5 and "non-alcoholic beverages, namely, energy drinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy" in International Class 32, which registration issued April 7, 2015 and is based on an application filed in the PTO on February 24, 2012. The filing date of Opposer's '750 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '750 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 13 and made of record.

20. Opposer owns and relies on U.S. Trademark Registration No. 4,234,456 (the "'456 Registration") for the mark UBERMONSTER for "nutritional supplements in liquid form" in International Class 5 and for "beverages, namely, carbonated soft drinks; non-alcoholic carbonated soft drinks and energy drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; carbonated energy drinks and sports drinks, all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued October 30, 2012 and is based on an application filed in the PTO on July 9, 2010. The filing date of Opposer's '456 Registration is prior to the filing date of the Application. True and correct copies of the specifics

of the '456 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 14 and made of record.

21. Opposer owns and relies on U.S. Trademark Registration No. 3,959,457 (the "457 Registration") for the mark JAVA MONSTER for "beverages, namely, soft drinks; non-carbonated energy drinks; non-carbonated sports drinks; soft drinks and non-carbonated energy drinks, all enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued May 10, 2011 and is based on an application filed in the PTO on December 8, 2005. The filing date of Opposer's '457 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '457 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 15 and made of record.

22. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,044,315 (the "'315 Registration") for the mark MONSTER ENERGY for "nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer's '315 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '315 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto as Exhibit 16 and made of record.

23. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,057,061 (the "'061 Registration") for the mark MONSTER ENERGY for "fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks,

carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued February 7, 2006 and is based on an application filed in the PTO on April 18, 2002. The filing date of Opposer’s ‘061 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘061 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 17 and made of record.

24. Opposer owns and relies on U.S. Trademark Registration 4,036,680 (the “‘680 Registration”) for the mark MONSTER ENERGY for “nutritional supplements in liquid form” in International Class 5, which registration issued October 11, 2011 and is based on an application filed in the PTO on September 11, 2007. The filing date of Opposer’s ‘680 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘680 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 18 and made of record.

25. Opposer owns and relies on U.S. Trademark Registration 4,036,681 (the “‘681 Registration”) for the mark MONSTER ENERGY for “non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy” in International Class 32, which registration issued October 11, 2011 and is based on an application filed in the PTO on September 11, 2007. The filing date of Opposer’s ‘681 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘681 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 19 and made of record.

26. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,134,842 (the “‘842 Registration”) for the mark M MONSTER ENERGY for “beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 32, which registration issued August 29, 2006 and is based on an application filed in the PTO on May 7, 2003. The filing date of Opposer’s ‘842 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘842 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 20 and made of record.

27. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,044,314 (the “‘314 Registration”) for the mark M MONSTER ENERGY for “nutritional supplements in liquid form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not” in International Class 5, which registration issued January 17, 2006 and is based on an application filed in the PTO on May 23, 2003. The filing date of Opposer’s ‘314 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘314 Registration obtained from the PTO’s TSDR, TESS and Assignment databases are attached hereto as Exhibit 21 and made of record.

28. Opposer owns and relies on incontestable U.S. Trademark Registration No. 3,852,118 (the “‘118 Registration”) for the mark LO-CARB MONSTER ENERGY for “nutritional supplements” in International Class 5 and “non-alcoholic beverages, namely, energy drinks, drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs” in

International Class 32, which registration issued September 28, 2010 and is based on an application filed in the PTO on February 13, 2009. The filing date of Opposer's '118 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '118 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 22 and made of record.

29. Opposer owns and relies on U.S. Trademark Registration No. 4,534,414 (the "'414 Registration") for the mark MONSTER ENERGY ULTRA BLUE for "nutritional supplements in liquid form; vitamin fortified beverages" in International Class 5 and "non-alcoholic beverages, namely, energy drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued May 20, 2014 and is based on an application filed in the PTO on January 2, 2013. The filing date of Opposer's '414 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '414 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 23 and made of record.

30. Opposer owns and relies on U.S. Trademark Registration No. 4,532,292 (the "'292 Registration") for the mark MONSTER ENERGY ULTRA RED for "nutritional supplements in liquid form; vitamin fortified beverages" in International Class 5 and "non-alcoholic beverages, namely, energy drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not" in International Class 32, which registration issued May 20, 2014 and is

based on an application filed in the PTO on June 13, 2013. The filing date of Opposer's '292 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '292 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 24 and made of record.

31. Opposer owns and relies on U.S. Trademark Registration No. 4,860,491 (the "'491 Registration") for the mark MONSTER ENERGY ULTRA BLACK for "nutritional supplements in liquid form" in International Class 5 and "non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs" in International Class 32, which registration issued November 24, 2015 and is based on an application filed in the PTO on May 13, 2014. The filing date of Opposer's '491 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '491 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 25 and made of record.

32. Opposer owns and relies on U.S. Trademark Registration No. 4,856,373 (the "'373 Registration") for the mark MONSTER ENERGY ULTRA CITRON for "nutritional supplements in liquid form" in International Class 5 and for "non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs" in International Class 32, which registration issued November 17, 2015 and is based on an application filed in the PTO on May 14, 2014. The filing date of Opposer's '373 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '373



Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 26 and made of record.

33. Opposer owns and relies on U.S. Trademark Registration No. 4,879,793 (the "'793 Registration") for the mark MONSTER ENERGY ZERO ULTRA for "nutritional supplements in liquid form" in International Class 5 and for "non-alcoholic beverages, namely, soft drinks, carbonated soft drinks, energy drinks, sports drinks; energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs" in International Class 32, which registration issued January 5, 2016 and is based on an application filed in the PTO on December 18, 2014. The filing date of Opposer's '793 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '793 Registration obtained from the PTO's TESS and Assignment databases are attached hereto as Exhibit 27 and made of record.

34. Opposer owns and relies on U.S. Trademark Registration 3,924,797 (the "'797 Registration") for the mark ASSAULT M MONSTER ENERGY for "beverages, namely, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs; carbonated and non-carbonated energy drinks" in International Class 5, which registration issued March 1, 2011 and is based on an application filed in the PTO on August 29, 2005. The filing date of Opposer's '797 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the '797 Registration obtained from the PTO's TSDR, TESS and Assignment databases are attached hereto as Exhibit 28 and made of record.

35. Opposer owns and relies on U.S. Trademark Registration No. 4,989,137 (the "'137 Registration") for the mark MONSTER ENERGY UNLEADED for "nutritional supplements in liquid form" in International Class 5 and "non-alcoholic beverages, namely, carbonated soft drinks, carbonated and non-carbonated energy drinks, sports drinks, and soft

drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs” in International Class 32, which registration issued June 28, 2016 and is based on an application filed in the PTO on May 14, 2014. The filing date of Opposer’s ‘137 Registration is prior to the filing date of the Application. True and correct copies of the specifics of the ‘137 Registration obtained from the PTO’s TESS and Assignment databases are attached hereto as Exhibit 29 and made of record.

36. Opposer’s Registration Nos. 3,923,683, 3,908,601, 3,914,828, 4,332,062, 4,660,598, 3,908,600, 4,129,288, 4,111,964, 4,376,796, 4,451,535, 4,604,556, 4,634,053, 4,716,750, 4,234,456, 3,959,457, 3,044,315, 3,057,061, 4,036,680, 4,036,681, 3,134,842, 3,044,314, 3,852,118, 4,534,414, 4,532,292, 4,860,491, 4,856,373, 4,879,793, 3,924,797, and 4,989,137 are valid, subsisting, unrevoked and uncanceled; as such they constitute *prima facie* evidence of the validity of the registered marks and of the registrations thereof, and of Opposer’s ownership of the marks shown therein. Opposer’s registrations also constitute notice to Applicant of Opposer’s claim of ownership of the marks shown therein as provided in Sections 7(b), 22 and 33(a) of the Trademark Act.

37. Opposer’s Registration Nos. 3,044,315, 3,057,061, 3,134,842, 3,044,314, and 3,852,118 are incontestable. As such, they constitute conclusive evidence of the validity of the registered marks and of the registration of the marks, of Opposer’s ownership of its marks, and of Opposer’s exclusive right to use the registered marks in commerce as provided in Section 33 of the Lanham Act, 15 U.S.C. § 1115.

38. Since at least before the filing date of the Application, Opposer has continuously



used and promoted the MONSTER<sup>TM</sup> Marks, including the MONSTER ENERGY, M MONSTER ENERGY, MONSTER REHAB, MUSCLE MONSTER, PUNCH MONSTER, MONSTER ASSAULT, JUICE MONSTER, UBERMONSTER, JAVA MONSTER, LO-CARB MONSTER ENERGY, MONSTER ENERGY ULTRA BLUE, MONSTER ENERGY ULTRA RED, MONSTER ENERGY ULTRA BLACK, MONSTER ENERGY ULTRA CITRON, MONSTER ENERGY ZERO ULTRA, ASSAULT M MONSTER ENERGY, and MONSTER ENERGY UNLEADED marks shown in Registration Nos. 3,923,683, 3,908,601, 3,914,828, 4,332,062, 4,660,598, 3,908,600, 4,129,288, 4,111,964, 4,376,796, 4,451,535, 4,604,556, 4,634,053, 4,716,750, 4,234,456, 3,959,457, 3,044,315, 3,057,061, 4,036,680, 4,036,681, 3,134,842, 3,044,314, 3,852,118, 4,534,414, 4,532,292, 4,860,491, 4,856,373, 4,879,793, 3,924,797, and 4,989,137 in interstate commerce in connection with its goods, including the goods identified in such Registrations. In addition, Opposer's MONSTER<sup>TM</sup> Marks, or at the very least some of the MONSTER<sup>TM</sup> Marks, were well established and famous long before Applicant filed its Application for registration of the GO MONSTER mark.

39. Applicant seeks an unrestricted federal registration for GO MONSTER covering the goods in International Class 18 set forth in the Application. As such, if a registration issues for the Application, such registration will constitute prima facie evidence of the Applicant's exclusive right to use the registered mark in commerce on or in connection with the listed goods throughout the United States with no limitation thereon.

40. Opposer will be damaged by registration of the Application in that the GO MONSTER mark so resembles Opposer's MONSTER<sup>TM</sup> Marks, including as registered in the United States Patent and Trademark Office, and in which Opposer owns common law trademark rights, as to be likely, when used on or in connection with the goods as they are identified in the Application, as to cause confusion, or to cause mistake or to deceive within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

41. In view of Opposer's prior rights in its MONSTER<sup>TM</sup> Marks, Applicant is not entitled to federal registration of the GO MONSTER mark pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer prays that U.S. Trademark Application Serial No. 86/846148 be rejected and stricken, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

Please charge Deposit Account No. 11-1410 to cover the opposition fee and any additional fees which may be required, or credit any overpayment to this account.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: August 31, 2016

By: /Julianna M. Simon/

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Attorneys for Opposer,

MONSTER ENERGY COMPANY

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **NOTICE OF OPPOSITION** has been served on the Applicant's attorney of record by mailing said copy on August 31, 2016, via Priority Mail to:

Christian Sanchelima  
SANCHELIMA & ASSOCIATES, P.A.  
235 SW Le Jeune Road  
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chris@sanchelima.com  
tm@sanchelima.com  
paralegal@sanchelima.com

Signature: 


Name: Doreen P. Buluran

Date: August 31, 2016

23718981/dpb/070716

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

# EXHIBIT 1

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## Record 1 out of 1

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<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 018. US 001 002 003 022 041. G & S: All purpose sport bags; All-purpose carrying bags; Backpacks; Duffle bags. FIRST USE: 20040500. FIRST USE IN COMMERCE: 20040500
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Serial Number</b>	77705810
<b>Filing Date</b>	April 2, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 9, 2009
<b>Registration Number</b>	3923683
<b>International Registration Number</b>	1048069
<b>Registration Date</b>	February 22, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE Suite 201 550 Monica Circle Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3134841;3134842;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".
<b>Type of Mark</b>	TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

[TESS HOME](#)

[NEW USER](#)

[STRUCTURED](#)

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [77705810](#)

Filing Dt: 04/02/2009

Reg # : [3923683](#)

Reg. Dt: 02/22/2011

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office



**Reg. No. 3,923,683**

**Registered Feb. 22, 2011**

**Int. Cl.: 18**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
SUITE 201  
550 MONICA CIRCLE  
CORONA, CA 92880

FOR: ALL PURPOSE SPORT BAGS; ALL-PURPOSE CARRYING BAGS; BACKPACKS;  
DUFFLE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 5-0-2004; IN COMMERCE 5-0-2004.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED LETTER "M" AND THE STYLIZED WORDS  
"MONSTER ENERGY".

SN 77-705,810, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY




*David J. Kypos*

Director of the United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 2

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<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 025. US 022 039. G & S: Clothing, namely, t-shirts, hooded shirts and hooded sweatshirts, sweat shirts, jackets, pants, bandanas, sweat bands and gloves; headgear, namely, hats and beanies. FIRST USE: 20020524. FIRST USE IN COMMERCE: 20020630
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-MISC Miscellaneous shaped designs
<b>Serial Number</b>	77705822
<b>Filing Date</b>	April 2, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 23, 2009
<b>Registration Number</b>	3908601
<b>International Registration Number</b>	1048069
<b>Registration Date</b>	January 18, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way

	Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3134841;3134842;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [77705822](#)

Filing Dt: 04/02/2009

Reg # : [3908601](#)

Reg. Dt: 01/18/2011

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

Search Results as of: 08/30/2016 05:57 PM  
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# United States of America

United States Patent and Trademark Office



**Reg. No. 3,908,601**

**Registered Jan. 18, 2011**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE SUITE 201  
CORONA, CA 92880

FOR: CLOTHING, NAMELY, T-SHIRTS, HOODED SHIRTS AND HOODED SWEATSHIRTS, SWEAT SHIRTS, JACKETS, PANTS, BANDANAS, SWEAT BANDS AND GLOVES; HEADGEAR, NAMELY, HATS AND BEANIES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-24-2002; IN COMMERCE 6-30-2002.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED LETTER "M" AND STYLIZED WORDS "MONSTER ENERGY".

SN 77-705,822, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY




*David J. Kybas*

Director of the United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 3



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## Record 1 out of 1

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Word Mark	M MONSTER ENERGY
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Sports helmets. FIRST USE: 20060100. FIRST USE IN COMMERCE: 20060100
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility Classification Code	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-MISC Miscellaneous shaped designs
Serial Number	77705362
Filing Date	April 2, 2009
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 9, 2009
Registration Number	3914828
International Registration Number	1048069
Registration Date	February 1, 2011
Owner	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle, Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3134841;3134842;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" and the stylized words "MONSTER ENERGY".
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [77705362](#)

Filing Dt: 04/02/2009

Reg # : [3914828](#)

Reg. Dt: 02/01/2011

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

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IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office



**MONSTER**  
ENERGY

**Reg. No. 3,914,828**

**Registered Feb. 1, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: SPORTS HELMETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-0-2006; IN COMMERCE 1-0-2006.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED LETTER "M" AND THE STYLIZED WORDS "MONSTER ENERGY".

SN 77-705,362, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY




*David J. Kypos*

Director of the United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 4

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<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 014. US 002 027 028 050. G & S: Silicone wrist bands; Silicone bracelets; Jewelry, namely, bracelets and wristbands. FIRST USE: 20061200. FIRST USE IN COMMERCE: 20061200
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Serial Number</b>	85747244
<b>Filing Date</b>	October 5, 2012
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	February 19, 2013
<b>Registration Number</b>	<b>4332062</b>
<b>Registration Date</b>	May 7, 2013
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3134841;3134842
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" to the left of the stylized words "MONSTER ENERGY".
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 85747244**

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# United States of America

United States Patent and Trademark Office



**Reg. No. 4,332,062**

**Registered May 7, 2013**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: SILICONE WRIST BANDS; SILICONE BRACELETS; JEWELRY, NAMELY, BRACELETS  
AND WRISTBANDS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 12-0-2006; IN COMMERCE 12-0-2006.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,841, AND 3,134,842.

THE MARK CONSISTS OF A STYLIZED LETTER "M" TO THE LEFT OF THE STYLIZED  
WORDS "MONSTER ENERGY".

SER. NO. 85-747,244, FILED 10-5-2012.

REGINA DRUMMOND, EXAMINING ATTORNEY




*Lisa M. Smith*

Acting Director of the United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 5



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<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 022. US 001 002 007 019 022 042 050. G & S: Lanyards; Lanyards for holding whistles, keys, eyeglasses, sunglasses, mobile telephones, badges, identification cards, event passes, media passes, photographs, recording equipment, or similar conveniences. FIRST USE: 20061220. FIRST USE IN COMMERCE: 20061220
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Serial Number</b>	86048359
<b>Filing Date</b>	August 26, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	February 18, 2014
<b>Registration Number</b>	4660598
<b>Registration Date</b>	December 23, 2014
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3134841;3134842;4332062
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" in the form of a claw to the left of the stylized words "MONSTER ENERGY". The word "MONSTER" appears above the word "ENERGY" and features a slash mark through the letter "O".

<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 86048359**

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# United States of America

United States Patent and Trademark Office



**Reg. No. 4,660,598**

**Registered Dec. 23, 2014**

**Int. Cl.: 22**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: LANYARDS; LANYARDS FOR HOLDING WHISTLES, KEYS, EYEGLASSES, SUNGLASSES, MOBILE TELEPHONES, BADGES, IDENTIFICATION CARDS, EVENT PASSES, MEDIA PASSES, PHOTOGRAPHS, RECORDING EQUIPMENT, OR SIMILAR CONVENIENCES, IN CLASS 22 (U.S. CLS. 1, 2, 7, 19, 22, 42 AND 50).

FIRST USE 12-20-2006; IN COMMERCE 12-20-2006.

OWNER OF U.S. REG. NOS. 3,134,841, 3,134,842, AND 4,332,062.

THE MARK CONSISTS OF A STYLIZED LETTER "M" IN THE FORM OF A CLAW TO THE LEFT OF THE STYLIZED WORDS "MONSTER ENERGY". THE WORD "MONSTER" APPEARS ABOVE THE WORD "ENERGY" AND FEATURES A SLASH MARK THROUGH THE LETTER "O".

SN 86-048,359, FILED 8-26-2013.


ZHALEH DELANEY, EXAMINING ATTORNEY



*Nichelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

## EXHIBIT 6

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## Record 1 out of 1

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<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Stickers; sticker kits comprising stickers and decals; decals. FIRST USE: 20040100. FIRST USE IN COMMERCE: 20040100
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Trademark Search Facility Classification Code</b>	LETS-1 M A single letter, multiples of a single letter or in combination with a design SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-MISC Miscellaneous shaped designs
<b>Serial Number</b>	77705747
<b>Filing Date</b>	April 2, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 23, 2009
<b>Registration Number</b>	3908600
<b>International Registration Number</b>	1048069
<b>Registration Date</b>	January 18, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879



<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3134841;3134842;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Description of Mark</b>	Color is not claimed as a feature of the mark. The mark consists of a stylized letter "M" and stylized words "MONSTER ENERGY".
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 8 (6-YR).
<b>Live/Dead Indicator</b>	LIVE

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**Assignments on the Web > Trademark Query**

**Trademark Assignment Abstract of Title**

**Total Assignments: 1**

**Serial # :** [77705747](#)

**Filing Dt:** 04/02/2009

**Reg # :** [3908600](#)

**Reg. Dt:** 01/18/2011

**Registrant:** Hansen Beverage Company

**Mark:** M MONSTER ENERGY

**Assignment: 1**

**Reel/ Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

Search Results as of: 08/30/2016 06:01 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v2.5  
Web interface last modified: July 25, 2014 v2.5

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# United States of America

United States Patent and Trademark Office



**Reg. No. 3,908,600**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE SUITE 201  
CORONA, CA 92880

**Registered Jan. 18, 2011**

**Int. Cl.: 16**

FOR: STICKERS; STICKER KITS COMPRISING STICKERS AND DECALS; DECALS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

**TRADEMARK**

FIRST USE 1-0-2004; IN COMMERCE 1-0-2004.

**PRINCIPAL REGISTER**

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED LETTER "M" AND STYLIZED WORDS "MONSTER ENERGY".

SN 77-705,747, FILED 4-2-2009.

JILL PRATER, EXAMINING ATTORNEY




*David J. Kybas*

Director of the United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 7

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# MONSTER REHAB

<b>Word Mark</b>	MONSTER REHAB
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302  IC 032. US 045 046 048. G & S: Beverages, namely, non-alcoholic non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf-stable; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20110302. FIRST USE IN COMMERCE: 20110302
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85078405
<b>Filing Date</b>	July 6, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 29, 2011
<b>Registration Number</b>	4129288
<b>Registration Date</b>	April 17, 2012
<b>Owner</b>	(REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Alina S. Morris
<b>Prior Registrations</b>	3057061;3134842;3353473;AND OTHERS
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [85078405](#)

Filing Dt: 07/06/2010

Reg # : [4129288](#)

Reg. Dt: 04/17/2012

Registrant: MONSTER ENERGY COMPANY

Mark: MONSTER REHAB

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

Search Results as of: 08/30/2016 06:02 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v2.5  
Web interface last modified: July 25, 2014 v2.5

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# United States of America

United States Patent and Trademark Office

## MONSTER REHAB

**Reg. No. 4,129,288**

**Registered Apr. 17, 2012**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

FOR: BEVERAGES, NAMELY, NON-ALCOHOLIC NON-CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; NON-CARBONATED ENERGY OR SPORTS DRINKS, FRUIT JUICE DRINKS HAVING A JUICE CONTENT OF 50% OR LESS BY VOLUME THAT ARE SHELF-STABLE; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-2-2011; IN COMMERCE 3-2-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,057,061, 3,353,473, AND OTHERS.

SN 85-078,405, FILED 7-6-2010.

GEOFFREY FOSDICK, EXAMINING ATTORNEY




*David J. Kybas*

Director of the United States Patent and Trademark Office



TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 8

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# MONSTER REHAB

<b>Word Mark</b>	MONSTER REHAB
<b>Goods and Services</b>	IC 030. US 046. G & S: Ready to drink tea, iced tea and tea based beverages; ready to drink flavored tea, iced tea and tea based beverages. FIRST USE: 20110200. FIRST USE IN COMMERCE: 20110200
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85406210
<b>Filing Date</b>	August 24, 2011
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 27, 2011
<b>Registration Number</b>	<b>4111964</b>
<b>Registration Date</b>	March 13, 2012
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [85406210](#)

Filing Dt: 08/24/2011

Reg # : [4111964](#)

Reg. Dt: 03/13/2012

Registrant: Hansen Beverage Company

Mark: MONSTER REHAB

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MONSTER REHAB

**Reg. No. 4,111,964**

**Registered Mar. 13, 2012**

**Int. Cl.: 30**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
SUITE 201  
550 MONICA CIRCLE  
CORONA, CA 92880

FOR: READY TO DRINK TEA, ICED TEA AND TEA BASED BEVERAGES; READY TO DRINK FLAVORED TEA, ICED TEA AND TEA BASED BEVERAGES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 2-0-2011; IN COMMERCE 2-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-406,210, FILED 8-24-2011.


RONALD DELGIZZI, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

## EXHIBIT 9

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# MUSCLE MONSTER

<b>Word Mark</b>	MUSCLE MONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318  IC 032. US 045 046 048. G & S: Beverages, namely, soft drinks; non-alcoholic and non-carbonated drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; non-carbonated energy or sports drinks; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85077052
<b>Filing Date</b>	July 2, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 19, 2011
<b>Registration Number</b>	4376796
<b>International Registration Number</b>	1209858
<b>Registration Date</b>	July 30, 2013

<b>Owner</b>	(REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Alina S. Morris
<b>Prior Registrations</b>	3044314;3057061;3134842;AND OTHERS
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [85077052](#)

Filing Dt: 07/02/2010

Reg # : [4376796](#)

Reg. Dt: 07/30/2013

Registrant: MONSTER ENERGY COMPANY

Mark: MUSCLE MONSTER

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MUSCLE MONSTER

**Reg. No. 4,376,796**

**Registered July 30, 2013**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

FOR: BEVERAGES, NAMELY, SOFT DRINKS; NON-ALCOHOLIC AND NON-CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; NON-CARBONATED ENERGY OR SPORTS DRINKS; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

SN 85-077,052, FILED 7-2-2010.

GRETCHEN ULRICH, EXAMINING ATTORNEY



*Lisa M. Smith*

Acting Director of the United States Patent and Trademark Office

## EXHIBIT 10



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# MUSCLE MONSTER

<b>Word Mark</b>	MUSCLE MONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Vitamin fortified beverages. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318  IC 029. US 046. G & S: Dairy-based beverages; dairy-based energy shakes; energy shakes; coffee energy shakes; chocolate energy shakes. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318  IC 030. US 046. G & S: Ready to drink coffee based beverages; ready to drink chocolate-based beverages. FIRST USE: 20130318. FIRST USE IN COMMERCE: 20130318
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86006264
<b>Filing Date</b>	July 10, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 1, 2013
<b>Registration Number</b>	4451535
<b>International Registration Number</b>	1209858
<b>Registration Date</b>	December 17, 2013
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3966554;4036680;AND OTHERS

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**For Serial Number: 86006264**

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# United States of America

United States Patent and Trademark Office

## MUSCLE MONSTER

**Reg. No. 4,451,535**

**Registered Dec. 17, 2013**

**Int. Cls.: 5, 29 and 30**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: VITAMIN FORTIFIED BEVERAGES, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

FOR: DAIRY-BASED BEVERAGES; DAIRY-BASED ENERGY SHAKES; ENERGY SHAKES;  
COFFEE ENERGY SHAKES; CHOCOLATE ENERGY SHAKES, IN CLASS 29 (U.S. CL. 46).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

FOR: READY TO DRINK COFFEE BASED BEVERAGES; READY TO DRINK CHOCOLATE-  
BASED BEVERAGES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 3-18-2013; IN COMMERCE 3-18-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,966,554, 4,036,680 AND OTHERS.

SER. NO. 86-006,264, FILED 7-10-2013.

GEOFFREY FOSDICK, EXAMINING ATTORNEY




*Deborah S. Cohn*

Commissioner for Trademarks of the  
United States Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 11



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# PUNCH MONSTER

<b>Word Mark</b>	PUNCH MONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form; vitamin fortified beverages. FIRST USE: 20140109. FIRST USE IN COMMERCE: 20140109  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, fruit-flavored drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20140109. FIRST USE IN COMMERCE: 20140109
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86127407
<b>Filing Date</b>	November 22, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 1, 2014
<b>Registration Number</b>	4604556
<b>Registration Date</b>	September 16, 2014
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3852123;3948164;3966554;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PUNCH" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**No assignment has been recorded at the USPTO**

**For Serial Number: 86127407**

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# United States of America

United States Patent and Trademark Office

## PUNCH MONSTER

**Reg. No. 4,604,556**

**Registered Sep. 16, 2014**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM; VITAMIN FORTIFIED BEVERAGES,  
IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-9-2014; IN COMMERCE 1-9-2014.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, ENERGY DRINKS  
FLAVORED WITH JUICE, FRUIT-FLAVORED DRINKS, SOFT DRINKS, SPORTS DRINKS,  
ALL ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR  
HERBS; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS  
THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED  
OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-9-2014; IN COMMERCE 1-9-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,966,554 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PUNCH", APART FROM THE  
MARK AS SHOWN.


SER. NO. 86-127,407, FILED 11-22-2013.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

## EXHIBIT 12

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# MONSTER ASSAULT

<b>Word Mark</b>	MONSTER ASSAULT
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form; vitamin fortified beverages. FIRST USE: 20080500. FIRST USE IN COMMERCE: 20080500  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, energy drinks flavored with juice, sports drinks, all enhanced with vitamins, minerals, nutrients, proteins, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20080500. FIRST USE IN COMMERCE: 20080500
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86120138
<b>Filing Date</b>	November 15, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	January 7, 2014
<b>Registration Number</b>	4634053
<b>Registration Date</b>	November 4, 2014
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

**Prior Registrations** 3357068;3924797;3949989  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**For Serial Number: 86120138**

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Web interface last modified: July 25, 2014 v2.5

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# United States of America

United States Patent and Trademark Office

## MONSTER ASSAULT

**Reg. No. 4,634,053**

**Registered Nov. 4, 2014**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM; VITAMIN FORTIFIED BEVERAGES,  
IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 5-0-2008; IN COMMERCE 5-0-2008.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, ENERGY DRINKS  
FLAVORED WITH JUICE, SPORTS DRINKS, ALL ENHANCED WITH VITAMINS, MINER-  
ALS, NUTRIENTS, PROTEINS, AMINO ACIDS, AND/OR HERBS, BUT EXCLUDING PER-  
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER  
SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 5-0-2008; IN COMMERCE 5-0-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,357,068, 3,924,797, AND 3,949,989.

SN 86-120,138, FILED 11-15-2013.


GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

## EXHIBIT 13

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## Record 1 out of 1

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# JUICE MONSTER

<b>Word Mark</b>	JUICE MONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20140623. FIRST USE IN COMMERCE: 20140623  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks and drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, but excluding perishable beverage products that contain fruit juice or soy. FIRST USE: 20140623. FIRST USE IN COMMERCE: 20140623
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85552165
<b>Filing Date</b>	February 24, 2012
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 20, 2012
<b>Registration Number</b>	<b>4716750</b>
<b>Registration Date</b>	April 7, 2015
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3936161;3939395

<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JUICE" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**No assignment has been recorded at the USPTO**

**For Serial Number: 85552165**

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# United States of America

United States Patent and Trademark Office

## JUICE MONSTER

**Reg. No. 4,716,750**

**Registered Apr. 7, 2015**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 6-23-2014; IN COMMERCE 6-23-2014.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS AND DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, BUT EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-23-2014; IN COMMERCE 6-23-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,936,161 AND 3,939,395.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JUICE" , APART FROM THE MARK AS SHOWN.

SN 85-552,165, FILED 2-24-2012.


GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*

Director of the United States  
Patent and Trademark Office

## EXHIBIT 14

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# UBERMONSTER

<b>Word Mark</b>	UBERMONSTER
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20120200. FIRST USE IN COMMERCE: 20120200  IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks; non-alcoholic carbonated soft drinks and energy drinks enhanced with vitamins, minerals, nutrients, proteins, amino acids and/or herbs; carbonated energy drinks and sports drinks, all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20120200. FIRST USE IN COMMERCE: 20120200
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85081796
<b>Filing Date</b>	July 9, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 21, 2011
<b>Registration Number</b>	4234456
<b>Registration Date</b>	October 30, 2012
<b>Owner</b>	(REGISTRANT) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Alina S. Morris



**Prior Registrations** 3044314;3057061;3134842;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Assignments on the Web > Trademark Query**

**Trademark Assignment Abstract of Title**

**Total Assignments: 1**

Serial # : [85081796](#)

Filing Dt: 07/09/2010

Reg # : [4234456](#)

Reg. Dt: 10/30/2012

Registrant: MONSTER ENERGY COMPANY

Mark: UBERMONSTER

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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## UBERMONSTER

**Reg. No. 4,234,456**

**Registered Oct. 30, 2012**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE, SUITE 201  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 2-0-2012; IN COMMERCE 2-0-2012.

FOR: BEVERAGES, NAMELY, CARBONATED SOFT DRINKS; NON-ALCOHOLIC CARBONATED SOFT DRINKS AND ENERGY DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, PROTEINS, AMINO ACIDS AND/OR HERBS; CARBONATED ENERGY DRINKS AND SPORTS DRINKS, ALL THE FOREGOING GOODS EXCLUDE PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 2-0-2012; IN COMMERCE 2-0-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842, AND OTHERS.

SN 85-081,796, FILED 7-9-2010.


COLLEEN KEARNEY, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

## EXHIBIT 15



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# JAVA MONSTER

<b>Word Mark</b>	JAVA MONSTER
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Beverages, namely, soft drinks; non-carbonated energy drinks; non-carbonated sports drinks; soft drinks and non-carbonated energy drinks, all enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20070427. FIRST USE IN COMMERCE: 20070427
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78769836
<b>Filing Date</b>	December 8, 2005
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	January 11, 2011
<b>Registration Number</b>	3959457
<b>Registration Date</b>	May 10, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879

<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3044315
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JAVA" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).
<b>Live/Dead Indicator</b>	LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [78769836](#)

Filing Dt: 12/08/2005

Reg # : [3959457](#)

Reg. Dt: 05/10/2011

Registrant: Hansen Beverage Company

Mark: JAVA MONSTER

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## JAVA MONSTER

**Reg. No. 3,959,457**

**Registered May 10, 2011**

**Int. Cl.: 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE  
SUITE 201  
CORONA, CA 92880

FOR: BEVERAGES, NAMELY, SOFT DRINKS; NON-CARBONATED ENERGY DRINKS; NON-CARBONATED SPORTS DRINKS; SOFT DRINKS AND NON-CARBONATED ENERGY DRINKS, ALL ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS, AND/OR HERBS, BUT EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-27-2007; IN COMMERCE 4-27-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314 AND 3,044,315.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JAVA", APART FROM THE MARK AS SHOWN.

SN 78-769,836, FILED 12-8-2005.

RAMONA ORTIGA, EXAMINING ATTORNEY




*David J. Kypos*

Director of the United States Patent and Trademark Office



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# Typed Drawing

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78253933
<b>Filing Date</b>	May 23, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	September 7, 2004
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED
<b>Registration Number</b>	<b>3044315</b>
<b>Registration Date</b>	January 17, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150221.

**Renewal** 1ST RENEWAL 20150221  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

**Serial # :** [78253933](#)

**Filing Dt:** 05/23/2003

**Reg # :** [3044315](#)

**Reg. Dt:** 01/17/2006

**Registrant:** Hansen Beverage Company

**Mark:** MONSTER ENERGY

**Assignment: 1**

**Reel/ Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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Web interface last modified: July 25, 2014 v2.5

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY

**Reg. No. 3,044,315**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)

**Registered Jan. 17, 2006**

1 MONSTER WAY  
CORONA, CA 92879

**Amended Sep. 24, 2013**

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID [AND NON-LIQUID ] FORM, BUT EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

**Int. Cl.: 5**

**TRADEMARK**

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

**PRINCIPAL REGISTER**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.


SER. NO. 78-253,933, FILED 5-23-2003.



*Lisa M. Smith*

Deputy Director of the United States Patent and Trademark Office

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# Typed Drawing

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, [ aerated water, soda water and seltzer water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78122679
<b>Filing Date</b>	April 18, 2002
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	March 11, 2003
<b>Registration Number</b>	3057061
<b>Registration Date</b>	February 7, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150305.

**Renewal** 1ST RENEWAL 20150305

**Live/Dead  
Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [78122679](#)

Filing Dt: 04/18/2002

Reg # : [3057061](#)

Reg. Dt: 02/07/2006

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

Search Results as of: 08/30/2016 06:11 PM  
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Web interface last modified: July 25, 2014 v2.5

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**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46 and 48**

**Reg. No. 3,057,061**

**United States Patent and Trademark Office**

**Registered Feb. 7, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: FRUIT JUICE DRINKS HAVING A JUICE  
CONTENT OF 50% OR LESS BY VOLUME THAT  
ARE SHELF STABLE, CARBONATED SOFT  
DRINKS, CARBONATED DRINKS ENHANCED  
WITH VITAMINS, MINERALS, NUTRIENTS, AMI-  
NO ACIDS AND/OR HERBS, AERATED WATER,  
SODA WATER AND SELTZER WATER, BUT EX-  
CLUDING PERISHABLE BEVERAGE PRODUCTS  
THAT CONTAIN FRUIT JUICE OR SOY, WHETHER

SUCH PRODUCTS ARE PASTEURIZED OR NOT, IN  
CLASS 32 (U.S. CLS. 45, 46 AND 48).


FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-122,679, FILED 4-18-2002.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY

## EXHIBIT 18

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## Record 1 out of 1

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( Use the "Back" button of the Internet Browser to return to TESS)

# MONSTER ENERGY

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77276979
<b>Filing Date</b>	September 11, 2007
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 26, 2011
<b>Registration Number</b>	<b>4036680</b>
<b>Registration Date</b>	October 11, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Prior Registrations</b>	3044314;3044315;3057061;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

**Live/Dead Indicator**      LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial #: [77276979](#)

Filing Dt: 09/11/2007

Reg #: [4036680](#)

Reg. Dt: 10/11/2011

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

Search Results as of: 08/30/2016 06:12 PM  
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Web interface last modified: July 25, 2014 v2.5

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY

**Reg. No. 4,036,680**

**Registered Oct. 11, 2011**

**Int. Cl.: 5**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE  
SUITE 201  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,057,061 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-276,979, FILED 9-11-2007.

MICHAEL WIENER, EXAMINING ATTORNEY




*David J. Kybas*

Director of the United States Patent and Trademark Office

## EXHIBIT 19



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# MONSTER ENERGY

<b>Word Mark</b>	MONSTER ENERGY
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, excluding perishable beverage products that contain fruit juice or soy. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77276989
<b>Filing Date</b>	September 11, 2007
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 26, 2011
<b>Registration Number</b>	4036681
<b>Registration Date</b>	October 11, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed

**Prior Registrations** 3044314;3044315;3057061;3134841;3134842**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial #: [77276989](#)

Filing Dt: 09/11/2007

Reg #: [4036681](#)

Reg. Dt: 10/11/2011

Registrant: Hansen Beverage Company

Mark: MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY

**Reg. No. 4,036,681**

**Registered Oct. 11, 2011**

**Int. Cl.: 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE  
SUITE 201  
CORONA, CA 92880

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, EXCLUDING PERISHABLE BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314, 3,134,842 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-276,989, FILED 9-11-2007.


MICHAEL WIENER, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

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# Typed Drawing

<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 032. US 045 046 048. G & S: Beverages, namely, carbonated soft drinks, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs, carbonated [ and non-carbonated ] energy or sports drinks, fruit juice drinks having a juice content of 50% or less by volume that are shelf stable, [ and water, ] but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78246573
<b>Filing Date</b>	May 7, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 6, 2006
<b>Registration Number</b>	3134842
<b>Registration Date</b>	August 29, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160315.

**Renewal** 1ST RENEWAL 20160315

**Live/Dead  
Indicator** LIVE

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**Trademark Assignment Abstract of Title**

**Total Assignments: 1**

**Serial # :** [78246573](#)

**Filing Dt:** 05/07/2003

**Reg # :** [3134842](#)

**Reg. Dt:** 08/29/2006

**Registrant:** Hansen Beverage Company

**Mark:** M MONSTER ENERGY

**Assignment: 1**

**Reel/ Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46 and 48**

**Reg. No. 3,134,842**

**United States Patent and Trademark Office**

**Registered Aug. 29, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**M MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: BEVERAGES, NAMELY, CARBONATED  
SOFT DRINKS, CARBONATED DRINKS EN-  
HANCED WITH VITAMINS, MINERALS, NUTRI-  
ENTS, AMINO ACIDS AND/OR HERBS,  
CARBONATED AND NON-CARBONATED ENER-  
GY OR SPORTS DRINKS, FRUIT JUICE DRINKS  
HAVING A JUICE CONTENT OF 50% OR LESS BY  
VOLUME THAT ARE SHELF STABLE, AND WA-  
TER, BUT EXCLUDING PERISHABLE BEVERAGE  
PRODUCTS THAT CONTAIN FRUIT JUICE OR

SOY, WHETHER SUCH PRODUCTS ARE PASTEUR-  
IZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND  
48).


FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-246,573, FILED 5-7-2003.

AMY HELLA, EXAMINING ATTORNEY

## EXHIBIT 21

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# Typed Drawing

<b>Word Mark</b>	M MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: nutritional supplements in liquid [and non-liquid ] form, but excluding perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20020327. FIRST USE IN COMMERCE: 20020418
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78253930
<b>Filing Date</b>	May 23, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	August 31, 2004
<b>Change In Registration</b>	CHANGE IN REGISTRATION HAS OCCURRED
<b>Registration Number</b>	<b>3044314</b>
<b>Registration Date</b>	January 17, 2006
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	DIANE M. REED
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 8 (6-YR). SECTION 8(10-YR) 20150221.

**Renewal** 1ST RENEWAL 20150221  
**Live/Dead Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [78253930](#)

Filing Dt: 05/23/2003

Reg # : [3044314](#)

Reg. Dt: 01/17/2006

Registrant: Hansen Beverage Company

Mark: M MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

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**Int. Cl.: 5**

**Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52**

**Reg. No. 3,044,314**

**United States Patent and Trademark Office**

**Registered Jan. 17, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**

**M MONSTER ENERGY**

HANSEN BEVERAGE COMPANY (DELAWARE  
CORPORATION)  
1010 RAILROAD STREET  
CORONA, CA 92882

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID  
AND NON-LIQUID FORM, BUT EXCLUDING PER-  
ISHABLE BEVERAGE PRODUCTS THAT CONTAIN  
FRUIT JUICE OR SOY, WHETHER SUCH PRO-  
DUCTS ARE PASTEURIZED OR NOT, IN CLASS 5  
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).


FIRST USE 3-27-2002; IN COMMERCE 4-18-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "ENERGY", APART FROM THE  
MARK AS SHOWN.

SER. NO. 78-253,930, FILED 5-23-2003.

SUSAN HAYASH, EXAMINING ATTORNEY

## EXHIBIT 22

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### LO-CARB MONSTER ENERGY

<b>Word Mark</b>	LO-CARB MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements. FIRST USE: 20030800. FIRST USE IN COMMERCE: 20030800  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs. FIRST USE: 20030800. FIRST USE IN COMMERCE: 20030800
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETS-2 LO Two letters or combinations of multiples of two letters NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
<b>Serial Number</b>	77670729
<b>Filing Date</b>	February 13, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 23, 2009
<b>Registration Number</b>	3852118
<b>Registration Date</b>	September 28, 2010



**Owner** (REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE Suite 201 550 Monica Circle  
Corona CALIFORNIA 92880

(LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way  
Corona CALIFORNIA 92879

**Assignment  
Recorded** ASSIGNMENT RECORDED

**Attorney of  
Record** Diane M. Reed

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LO-CARB" AND "ENERGY" APART FROM  
THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead  
Indicator** LIVE

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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

Serial # : [77670729](#)

Filing Dt: 02/13/2009

Reg # : [3852118](#)

Reg. Dt: 09/28/2010

Registrant: Hansen Beverage Company

Mark: LO-CARB MONSTER ENERGY

**Assignment: 1**

Reel/ Frame: [4699/0063](#)

Recorded: 01/13/2012

Pages: 10

Conveyance: CHANGE OF NAME

Assignor: [HANSEN BEVERAGE COMPANY](#)

Exec Dt: 01/05/2012

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201

CORONA, CALIFORNIA 92880

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: DIANE M. REED

2040 MAIN STREET, 14TH FLOOR

IRVINE, CA 92614

Search Results as of: 08/30/2016 06:14 PM

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# United States of America

## United States Patent and Trademark Office

### LO-CARB MONSTER ENERGY

**Reg. No. 3,852,118**

**Registered Sep. 28, 2010**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
SUITE 201  
550 MONICA CIRCLE  
CORONA, CA 92880

FOR: NUTRITIONAL SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 8-0-2003; IN COMMERCE 8-0-2003.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-0-2003; IN COMMERCE 8-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LO-CARB" AND "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-670,729, FILED 2-13-2009.


JILL PRATER, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

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### MONSTER ENERGY ULTRA BLUE

<b>Word Mark</b>	MONSTER ENERGY ULTRA BLUE
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form; vitamin fortified beverages. FIRST USE: 20130313. FIRST USE IN COMMERCE: 20130313  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20130313. FIRST USE IN COMMERCE: 20130313
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85813927
<b>Filing Date</b>	January 2, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	September 17, 2013
<b>Registration Number</b>	4534414
<b>Registration Date</b>	May 20, 2014
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

<b>Prior Registrations</b>	3852123;3948164;3966554;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "BLUE" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 85813927**

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY ULTRA BLUE

**Reg. No. 4,534,414**

**Registered May 20, 2014**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM; VITAMIN FORTIFIED BEVERAGES,  
IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-13-2013; IN COMMERCE 3-13-2013.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, SOFT DRINKS,  
SPORTS DRINKS, ALL ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO  
ACIDS AND/OR HERBS; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE  
BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH  
PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-13-2013; IN COMMERCE 3-13-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,966,554, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "BLUE", APART  
FROM THE MARK AS SHOWN.

SN 85-813,927, FILED 1-2-2013.


GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office



## EXHIBIT 24

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### MONSTER ENERGY ULTRA RED

<b>Word Mark</b>	MONSTER ENERGY ULTRA RED
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form; vitamin fortified beverages. FIRST USE: 20130901. FIRST USE IN COMMERCE: 20130901  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, energy drinks, soft drinks, sports drinks, all enhanced with vitamins, minerals, nutrients, amino acids and/or herbs; all the foregoing goods exclude perishable beverage products that contain fruit juice or soy, whether such products are pasteurized or not. FIRST USE: 20130901. FIRST USE IN COMMERCE: 20130901
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85958638
<b>Filing Date</b>	June 13, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	March 4, 2014
<b>Registration Number</b>	4532292
<b>Registration Date</b>	May 20, 2014
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

<b>Prior Registrations</b>	3852123;3948164;3966554;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "RED" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 85958638**

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY ULTRA RED

**Reg. No. 4,532,292**

**Registered May 20, 2014**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM; VITAMIN FORTIFIED BEVERAGES,  
IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 9-1-2013; IN COMMERCE 9-1-2013.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS, SOFT DRINKS,  
SPORTS DRINKS, ALL ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO  
ACIDS AND/OR HERBS; ALL THE FOREGOING GOODS EXCLUDE PERISHABLE  
BEVERAGE PRODUCTS THAT CONTAIN FRUIT JUICE OR SOY, WHETHER SUCH  
PRODUCTS ARE PASTEURIZED OR NOT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 9-1-2013; IN COMMERCE 9-1-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,966,554 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "RED", APART  
FROM THE MARK AS SHOWN.


SER. NO. 85-958,638, FILED 6-13-2013.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

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### MONSTER ENERGY ULTRA BLACK

<b>Word Mark</b>	MONSTER ENERGY ULTRA BLACK
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20140723. FIRST USE IN COMMERCE: 20140723  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs. FIRST USE: 20140723. FIRST USE IN COMMERCE: 20140723
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86279762
<b>Filing Date</b>	May 13, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	January 27, 2015
<b>Registration Number</b>	4860491
<b>Registration Date</b>	November 24, 2015
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

<b>Prior Registrations</b>	3852123;3948164;3966554
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 86279762**

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY ULTRA BLACK

**Reg. No. 4,860,491**

**Registered Nov. 24, 2015**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 7-23-2014; IN COMMERCE 7-23-2014.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED ENERGY DRINKS, SPORTS DRINKS, AND SOFT DRINKS, ENERGY DRINKS AND SPORTS DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 7-23-2014; IN COMMERCE 7-23-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,948,164, AND 3,966,554.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SN 86-279,762, FILED 5-13-2014.


GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*

Director of the United States  
Patent and Trademark Office

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### MONSTER ENERGY ULTRA CITRON

<b>Word Mark</b>	MONSTER ENERGY ULTRA CITRON
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20150105. FIRST USE IN COMMERCE: 20150105  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, carbonated soft drinks, carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs. FIRST USE: 20150105. FIRST USE IN COMMERCE: 20150105
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86280742
<b>Filing Date</b>	May 14, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	January 27, 2015
<b>Registration Number</b>	4856373
<b>Registration Date</b>	November 17, 2015
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

<b>Prior Registrations</b>	3852123;3948164;3966554
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "CITRON" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 86280742**

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY ULTRA CITRON

**Reg. No. 4,856,373**

**Registered Nov. 17, 2015**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-5-2015; IN COMMERCE 1-5-2015.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED ENERGY DRINKS, SPORTS DRINKS, AND SOFT DRINKS, ENERGY DRINKS AND SPORTS DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-5-2015; IN COMMERCE 1-5-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,948,164, AND 3,966,554.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "CITRON", APART FROM THE MARK AS SHOWN.

SN 86-280,742, FILED 5-14-2014.

GEOFFREY FOSDICK, EXAMINING ATTORNEY




*Nichelle K. Lee*

Director of the United States  
Patent and Trademark Office

TTAB Opposition No. \_\_\_\_\_  
Monster Energy Company v. Zeus Investments Group, LLC

## EXHIBIT 27





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### MONSTER ENERGY ZERO ULTRA

<b>Word Mark</b>	MONSTER ENERGY ZERO ULTRA
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20120830. FIRST USE IN COMMERCE: 20120830  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, soft drinks, carbonated soft drinks, energy drinks, sports drinks; energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs. FIRST USE: 20120830. FIRST USE IN COMMERCE: 20120830
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86484476
<b>Filing Date</b>	December 18, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 14, 2015
<b>Registration Number</b>	<b>4879793</b>
<b>Registration Date</b>	January 5, 2016
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "ZERO" APART FROM THE MARK AS SHOWN

<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**For Serial Number: 86484476**

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY ZERO ULTRA

**Reg. No. 4,879,793**

**Registered Jan. 5, 2016**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 8-30-2012; IN COMMERCE 8-30-2012.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, SOFT DRINKS, CARBONATED SOFT DRINKS, ENERGY DRINKS, SPORTS DRINKS; ENERGY DRINKS AND SPORTS DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-30-2012; IN COMMERCE 8-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" AND "ZERO", APART FROM THE MARK AS SHOWN.

SER. NO. 86-484,476, FILED 12-18-2014.


GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*

Director of the United States  
Patent and Trademark Office

## EXHIBIT 28

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### ASSAULT M MONSTER ENERGY

<b>Word Mark</b>	ASSAULT M MONSTER ENERGY
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Beverages, namely, carbonated drinks enhanced with vitamins, minerals, nutrients, amino acids, and/or herbs; carbonated and non-carbonated energy drinks. FIRST USE: 20040900. FIRST USE IN COMMERCE: 20040900
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78702616
<b>Filing Date</b>	August 29, 2005
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 14, 2010
<b>Registration Number</b>	3924797
<b>Registration Date</b>	March 1, 2011
<b>Owner</b>	(REGISTRANT) Hansen Beverage Company CORPORATION DELAWARE 550 Monica Circle Suite 201 Corona CALIFORNIA 92880  (LAST LISTED OWNER) MONSTER ENERGY COMPANY CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Diane M. Reed

**Prior Registrations** 3044314;3044315**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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## Trademark Assignment Abstract of Title

**Total Assignments: 1**

**Serial # :** [78702616](#)

**Filing Dt:** 08/29/2005

**Reg # :** [3924797](#)

**Reg. Dt:** 03/01/2011

**Registrant:** Hansen Beverage Company

**Mark:** ASSAULT M MONSTER ENERGY

**Assignment: 1**

**Reel/ Frame:** [4699/0063](#)

**Recorded:** 01/13/2012

**Pages:** 10

**Conveyance:** CHANGE OF NAME

**Assignor:** [HANSEN BEVERAGE COMPANY](#)

**Exec Dt:** 01/05/2012

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** [MONSTER ENERGY COMPANY](#)

550 MONICA CIRCLE, SUITE 201  
CORONA, CALIFORNIA 92880

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** DIANE M. REED  
2040 MAIN STREET, 14TH FLOOR  
IRVINE, CA 92614

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# United States of America

## United States Patent and Trademark Office

ASSAULT M MONSTER ENERGY

**Reg. No. 3,924,797**

**Registered Mar. 1, 2011**

**Int. Cl.: 5**

**TRADEMARK**

**PRINCIPAL REGISTER**

HANSEN BEVERAGE COMPANY (DELAWARE CORPORATION)  
550 MONICA CIRCLE  
SUITE 201  
CORONA, CA 92880

FOR: BEVERAGES, NAMELY, CARBONATED DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS, AND/OR HERBS; CARBONATED AND NON-CARBONATED ENERGY DRINKS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 9-0-2004; IN COMMERCE 9-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,044,314 AND 3,044,315.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SER. NO. 78-702,616, FILED 8-29-2005.


MORGAN WYNNE, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

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### MONSTER ENERGY UNLEADED

<b>Word Mark</b>	MONSTER ENERGY UNLEADED
<b>Goods and Services</b>	IC 005. US 006 018 044 046 051 052. G & S: Nutritional supplements in liquid form. FIRST USE: 20140900. FIRST USE IN COMMERCE: 20140900  IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, carbonated soft drinks, carbonated and non-carbonated energy drinks, sports drinks, and soft drinks, energy drinks and sports drinks enhanced with vitamins, minerals, nutrients, amino acids and/or herbs. FIRST USE: 20140900. FIRST USE IN COMMERCE: 20140900
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86281370
<b>Filing Date</b>	May 14, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 29, 2014
<b>Registration Number</b>	4989137
<b>Registration Date</b>	June 28, 2016
<b>Owner</b>	(REGISTRANT) Monster Energy Company CORPORATION DELAWARE 1 Monster Way Corona CALIFORNIA 92879
<b>Attorney of Record</b>	Diane M. Reed

<b>Prior Registrations</b>	3852123;3948164;3966554
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# United States of America

United States Patent and Trademark Office

## MONSTER ENERGY UNLEADED

**Reg. No. 4,989,137**

**Registered June 28, 2016**

**Int. Cls.: 5 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

MONSTER ENERGY COMPANY (DELAWARE CORPORATION)  
1 MONSTER WAY  
CORONA, CA 92879

FOR: NUTRITIONAL SUPPLEMENTS IN LIQUID FORM, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 9-0-2014; IN COMMERCE 9-0-2014.

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, CARBONATED SOFT DRINKS, CARBONATED AND NON-CARBONATED ENERGY DRINKS, SPORTS DRINKS, AND SOFT DRINKS, ENERGY DRINKS AND SPORTS DRINKS ENHANCED WITH VITAMINS, MINERALS, NUTRIENTS, AMINO ACIDS AND/OR HERBS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 9-0-2014; IN COMMERCE 9-0-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,852,123, 3,948,164, AND 3,966,554.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY", APART FROM THE MARK AS SHOWN.

SN 86-281,370, FILED 5-14-2014.

GEOFFREY FOSDICK, EXAMINING ATTORNEY



*Nichelle K. Lee*

Director of the United States  
Patent and Trademark Office